



PIONEER MEDIA HOLDINGS INC.

NEWS RELEASE

October 25, 2021

CSE: PNER
AQSE: PNER

Pioneer Announces \$1.0 Million Private Placement

Vancouver, British Columbia: Pioneer Media Holdings Inc. (“**Pioneer**” or the “**Company**”) announces its intention of raise up to \$1,000,000, on a non-brokered private placement basis, through the sale of units at \$1.00 per unit. Each unit will consist of one common share and one common share purchase warrant (each warrant exercisable at \$1.50 for 24 months from the date of closing, subject to acceleration if the Company’s shares trade at or above \$1.75 for 10 consecutive trading days).

The Company intends to use the funds raised to acquire additional investments in the eSport, on-line gaming and related sectors (including NFT related investments), and for general working capital purposes.

Closing of the placement is subject to certain customary conditions, including the receipt of all necessary regulatory approvals and acceptance of the Canadian Securities Exchange. All securities issued under the placement will be subject to a statutory hold period of four months plus a day following the date of closing. The Company may pay finder’s fees on a portion of the placement.

About Pioneer Media Holdings Inc.

Pioneer is an investment issuer that actively invests in a diversified portfolio of early-stage to mid-level companies in the eSport, mobile gaming and NFT sectors. Pioneer’s management team leverages its global network to provide investors with access to investments not normally available to the average retail investor. The current Pioneer portfolio includes investments such as: Leaf Mobile Inc. (TSX: LEAF), a leading free-to-play mobile games group; Guild eSports plc (LON: GILD), a global eSports business headquartered in London whose lead investor is David Beckham; Dynasty eSports Pte Ltd, a Singapore-based eSports platform with a mission to become the largest eSports franchise in Asia; and NFT Investments plc, a London based investment company focused on non-fungible tokens (“NFTs”). Pioneer provides capital, experience, and support to these emerging market leaders while building shareholder value. Additional information about Pioneer is available at www.sedar.com.

ON BEHALF OF PIONEER MEDIA HOLDINGS INC.

“Mike Edwards”

CEO & Director

Neither the Canadian Securities Exchange nor any Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

Cautionary Statements

Offering Disclosure Statements

The placement will be available to investors in reliance on exemptions from the prospectus requirement set out in BC Instrument 72-503 - *Distribution of Securities outside of British Columbia*.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

Forward Looking Statements

This news release may contain "forward-looking" statements and information relating to the Company, the funds to be raised, and the use of any such funds that are raised, that are based on the beliefs of Company management, as well as assumptions made by and information currently available to Company management. There is no assurance the Company will be able to complete the placement on the terms as outlined above, or at all. The Company does not undertake to update forward-looking statements or forward-looking information, except as required by law.